

Amendments to the Specification

On pages 7-8, please replace the paragraph bridging pages 7-8 with the following rewritten paragraph:

During the day, when the sun is shining, the sunbeams 14 can fall onto the LCD surface 3, i.e. the glass pane 4, in the direction of the arrow as shown. The light from the lamps 13 is supposed to light the LCD surface 3 from approximately the same direction. If the rail 8 with the lamps 13 is pivoted into the corresponding position and the sun is shining, a shadow 15 is therefore cast onto the image of the advertising surface. To avoid such a shadow, it is therefore provided to take the lighting device 7 out of the beam path of the sunlight to the billboard, i.e. LCD surface 3 during the time of sufficient sunlight, in other words during the time when the shadow 15 can show at all. For this purpose, it is provided in the exemplary embodiment to move the rail 8 with the lamps 13 out of the active position 16 according to Fig. 2 into the inactive pivoted position 17 (Fig. 2), in the pivoting direction 12. In the inactive pivoted position 17 shown, however, the rail 8 with its lamps 13 can still be seen by the viewer. For esthetic reasons, it is therefore considered to be advantageous to move the rail 8 with the lamps 13 farther back (in the direction of the top or rear, respectively, of the frame 2), for example to pivot it, so

that the rail 8 and its lamps 13 can no longer ~~been~~ be seen by
the viewer in the counter-sunk position 18 shown